



sea for
SOCIETY • EU
TOWARDS A BLUE SOCIETY

SEA FOR SOCIETY FILMS

Overview

This information sheet is for Sea for Society partners looking to use the set of Sea for Society films as part of their mobilisation phase. This set of films has been developed by Studio K following some elements of consultation with partners at Sea for Society project meetings in order to make decisions on the general topic, look and feel of the films themselves. The films will be short and form a series.



Objectives

To fully explain the concept of Blue Society, explore all the themes, give hints on how to be part of the Blue Society.

Overview

Target: General public, stakeholders, scientists

Timeframe: The first set of films, due February 2015, will create buzz about the launch of the Blue Society concept. The second film, due May 2015, will explain the Blue Society concept.

Films are common tools. Partners selected an animated feature film illustrating all themes. The cross-cutting theme defines the scenarios. There are six episodes: each will illustrate a key moment where the ocean plays a role in our everyday lives. Each starts with a sequence raising curiosity and ends with a slogan.

Activities

The films are designed to be used in the context of other Sea for Society activities: to set the scene or present the Blue Society concept, but also as long-term fixtures in institutions, and of course for online viewing.

- **Institutional and educational dissemination:** for use in institutions, with a MEP etc, for educative purposes, in association with other Sea for Society events.
- **Public dissemination:** on screens in museums, aquariums etc, for exposure to the general public and visitors of SFS partner institutions. Partners will also be able to use them in exhibition spaces and events.
- **Online dissemination:** The seven 30-second films are designed for online use in order to create a buzz effect around the Blue Society. Partners should share them on their usual online dissemination channels, with a focus on social media.

Links

Studio K: www.studio-k.fr